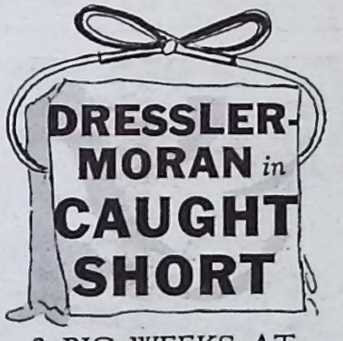
CANADIAN MOVING PICTURE DIGEST

Vol. 22, No. 11 | TORONTO 2, CANADA | July 12th, 1930

COOL PROFITS!

The only attractions that are beating the heat are M-G-M's!

NEW YORK AT $2 Standees day and night. Los Angeles, Detroit, Atlanta everywhere Sensational!



2 BIG WEEKS AT CAPITOL, N. Y. Continues record breaking pace all over America!

3 FIRST RUNS IN UP-TOWN CHICAGO! Following 4 showings in the Loop! The Miracle Picture!

AND ON THE WAY: JOAN CRAWFORD in OUR BLUSHING BRIDES; LON CHANEY Talks in THE UNHOLY THREE WILLIAM HAINES in WAY OUT WEST; GRETA GARBO in ROMANCE; NORMA SHEARER in LET US BE GAY

METRO-GOLDWYN-MAYER

UNDISPUTED LEADER—NOW AND IN 1930-1931

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

"TELL THEM NOT TO WAIT—"

"I'VE JUST CLOSED WITH M-G-M FOR '30-'31!"

THE LEADERSHIP OF M-G-M IS UNDISPUTED!

It's tough on the salesmen of other companies but they don't even get a look-in when the M-G-M sales representative is there

ONE smashing success after another!
"BIG HOUSE" has set the industry aflame!
"CAUGHT SHORT" continues its record pace!
"DIVORCEE" sets new highs daily!
"OUR BLUSHING BRIDES" (Crawford) **"ROMANCE"** (Garbo)
"UNHOLY THREE" (Chaney) and a flock more coming!
IT'S smart to play the favorite!

METRO-GOLDWYN-MAYER

The One and Only! *Now and in '30-'31!*

Canadian Moving Picture DIGEST

Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481
Cable: Ontocanada

RAY LEWIS
Editor and Managing Director

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto

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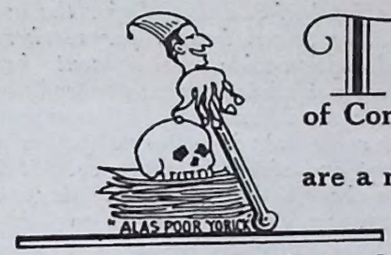
A National Asset



THE CONSERVATIVE LEADER, the Hon. R. .B Bennett's viewpoint on motion pictures has been expressed, no less than three times in the House of Commons.

Mr. Bennett's opinion is that the Screens of Canada are a national asset to the country! The Screens of any country are a national asset to that country; and the fact that all countries are awakening to their sense of responsibility in relationship to the Screen, adds another foot to the stature of Motion Pictures; and we are not here referring to film footage.

The Talking Picture has acted as a lever, propelling national opinion forward on motion pictures; and awakening to a greater extent than heretofore, a public interest in the uses of the Screen.

Now that pictures are talking, this most popular of all Amusements in the World, has awakened a sense of national patriotism among its world patronage, which insists on being entertained through this medium in a language understandable.

It has been proved by demonstration that the English voice; and some of the voices of foreigners, reproduce much more pleasantly than the tonal qualities as represented in the voices of American players.

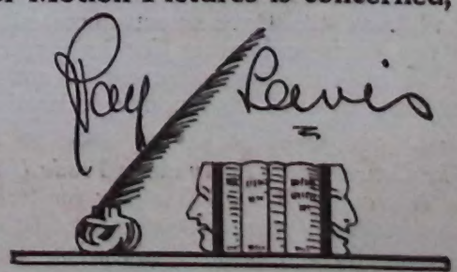
This is not surprising when we take into consideration that the United States, with its population of close to one hundred and twenty-five millions, has in its population the lesser majority of American-born citizens, who have had an ancestry bred in America.

The business impulse in the United States, with its ever-ready urge of "Step on it," is not conducive to the development of voice culture, or tonal values.

Where there is so much necessity for a rapidity of movement, and where no one has any time to talk; and the Art of conversation is considered a nuisance, an impediment towards "Getting there," and "saving time," one cannot develop tone values.

In Great Britain, in France, Germany, and other continental, as well as European countries, there is an ancestry thousands of years old, as well as a language only slightly adulterated, there is, perhaps what is most important, a sense of leisure; and that is the chief reason for tonal values. People speak slowly, therefore more correctly, people stay at home more, and therefore they talk more, since there is time and occasion for speech.

It is this being able to talk better which has encouraged Britishers and other countries to challenge the supremacy of the American Talking Picture; and we believe that as far as the Trade angle of Motion Pictures is concerned, the U. S. will find that "It is an ill wind which blows nobody good." The American Film Industry will discover that it is the "good voices" of all nations which will save the Film Industry, from Talking itself to death!



RAY PRESENTS

RAY LEWIS

A NUMBER of exhibitors have written this office in a friendly way, asking why your editor is a Conservative, and seeking a seat in Parliament on the Conservative ticket?

In response to these inquiries, your editor is a Conservative because she believes in the policy of "Canada first," because she believes in Empire Trade, but not at the expense of Canadian employment. Because your editor has always advocated the doctrine of "Live and let live"; and according to her viewpoint, the Little Fellow is as important in the Kingdom of Heaven as the Big Fellow; and a principle which is Good Enough For God, should be good enough for humans! Aside from this Interpretation of the Divine Will, it is your editor's contention that there is no difference between Capital and Labour; and that neither of these Economic Factors in our Industrial, Agricultural, Commercial and National life, need feel that they are all-sufficient unto themselves, thereby adopting an autocratic and arrogant attitude towards each other. Labour makes Capital, and Capital creates more Capital to make more Labour in the ultimate result.

PERHAPS your editor is a little prejudiced in favour of Labour; and therefor links her services always with those Interests which represent Labour, or are willing to protect Labour. Your editor is "agin" any policy which is "agin" humane principles in life, because your editor believes that no business can be economically sound which operates without a humane vision!

After studying the policy of the Conservative Party, tracing it back to its founders in Canada, Sir John A. MacDonald, the first Premier, and Father of Confederation, your editor has found that the Conservative Party gave the women the vote, "the Conservative Party has either passed or originated every piece of social legislation on the statutes of the Dominion!"

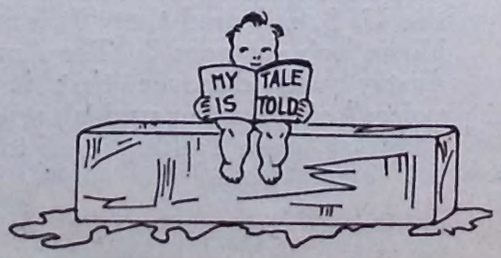
THE CONSERVATIVE PARTY has inspired such legislation in connection with Labour, which inspires a confidence in its leader, that under his leadership unemployment will no longer rob Canada of a million and a quarter of its population; and leave the Government unmoved and unwilling to find ways and means for its correction and elimination, when such unemployment is not seasonal, cycical and subject to other economic declarations as to its reasons.

"The Conservative Party made Trade Unions legal. It granted $1,000,000 *a year for technical education to aid workers. It granted* $1,000,000 *a year for agricultural education. It established a fund of* $25,000,000 *for the building of moderately priced houses for workers. It established nation-wide employment bureaus. It took a cabinet minister from the trade unions. It first gave consideration to old age pensions, and at the same time urged investigation of unemployment and sickness insurance. It bound Canada to the eight-hour working day and the six-day working week. It made available over* $1,800,000 *for relief during the* 1920-21 *unemployment crisis. It gave* $20,000,000 *for highway construction." (As compiled by The Canadian, June 28th,* 1930).

SINCE "the rich" always manage to look after themselves, someone has to look after those who are "not so rich," those who are called poor. Your editor has always had a disposition to gravitate toward the poor. To uphold the economic necessity and value of independence; and to endeavor to protect the interests of those, who are neither sufficiently wealthy, nor powerful enough to have protection through Big Interest affiliations.

That is why your editor has linked herself with the Conservative Party; and some day your editor may have an opportunity to show the Independents of our Industry, exhibitors and distributor-producers that the Conservative Party is interested in keeping these Independents in business, therefore your editor is interested in keeping the Conservative Party "in business."

BRITISH FILMS are being shown in Los Angeles and San Francisco. "White Cargo," was released simultaneously in both these cities. The California Theatre in Los Angeles reopened its doors with "High Treason," a Gaumont British picture, and other British pictures are reported to follow, including "Rookery Nook," purchased by Metro-Goldwyn-Mayer for distribution in the United States and Canada; "Atlantic," which we Canadians will see distributed through Regal Films. Those who have seen "Atlantic," say it is among the "World's Best."



QUALITY SOUND REPRODUCTION

The Northern Electric Sound System assures the perfect reproduction of the human voice and the complete musical scale.

Over 270 theatres in Canada are now equipped with this system.

RESEARCH PRODUCTS SALES DEPARTMENT,

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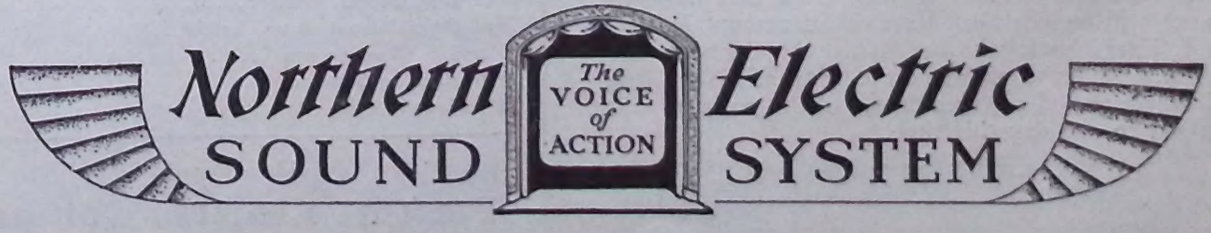

WESTERN ELECTRIC IN U. S. A.

Metro-Goldwyn-Mayer Director Addresses Foreign Journalists

"THE moment a director issues an order, or an actor makes a gesture before a camera, in that moment those people cease to be just citizens of the United States, or Germany, or France, or any single country, and become citizens of the whole world."

This remark keyed an address made by Cecil B. De Mille, president of the Association of Motion Picture Producers, at a dinner tendered in Los Angeles to fourteen foreign journalists, visiting America as guests of the Carnegie Peace Foundation.

De Mille stated further: "Hollywood as a name is known to many, but very few indeed are acquainted with the heart that beats behind that name.

"ALL people who make pictures, whether they be in California, Berlin, Paris or Moscow, are arteries of this heart, the international heart of the cinema which cuts across all boundaries of geographical division, race, color or creed, and sets itself to entertain all the world with those cross-sections of humanity which are common to all folk, everywhere.

"That we have here tonight to greet you, men and women who speak all your languages, and many more, gives added force to the position of the motion picture as the most far-reaching of all mediums of expression.

"WE of America have been occasionally accused of using the film for purposes of propaganda. Taken in its derogatory sense this statement is silly. As soon as any man or woman loses a sympathetic international outlook, and becomes narrowly and nationally partisan, in that moment he loses his place as a vital factor in cinematic progress. Acute nationalism is impossible in motion pictures.

"On one count in the charge as to propaganda, however, we do plead guilty. We do insist that American motion pictures present to the world a message from America of peace and friendship, and we glory in this message.

"TO YOU gentlemen who come in the interests of world peace it must be very evident that the goal we all seek, peace, and the universal brotherhood of Man, is not far off if the three great expressive mediums, the press, the screen and the radio, work hand in hand, each in their separate but interlocking lines of endeavor."

De Mille, a producer-director for Metro-Goldwyn-Mayer, recently completed "Madam Satan" as his first talking picture with music.

Royal York for Famous Players Convention

Official announcement is made that the annual convention of theatre managers under the auspices of Famous Players Canadian Corporation, will be held at the Royal York Hotel, Toronto, Friday, August 1. In addition to Canadian officials, it is expected that those in attendance will include Sam Katz of Paramount Publix, and J. J. Fitzgibbons, who has joined the Canadian organization. In previous years the convention had extended over a period of three days, but the program will be confined to one day this time.

The Fox Movietone version of "The Arizona Kid" is being presented in Canada without hindrance despite the legal complications reported from California because of the alleged previous production of a silent feature under the same title with Art Acord as the star.

At The Toronto Theatres

At the Toronto theatres we have "All Quiet on the Western Front" holding up big in its second week at the Royal.

The Uptown has William Powell in "Shadow of the Law," a Paramount feature, based on Morosco's story, "The Quarry." It makes a "Powellful" screen presentation, excellent for this season of the year in particular, when it is necessary to "drag them in."

Loew's is showing Metro-Goldwyn-Mayer's "Floradora Girl," with Marion Davies, staged in the atmosphere of the original musical show.

Shea's has "Women Everywhere," with J. Harold Murray, star of "Rio Rita," and adorable Fifi Dorsay, who gives all men a sex complex, good for the box-office. (Page Canon Chase.) George Grossman of English fame, equivalent to that enjoyed by Cyril Maude, is in the cast, as is also Clyde Cook, another English player of fame.

The Imperial is presenting Al Jolson in "Mammy," and with Lois Moran in the feminine lead. The story has a most excellent cast, including Louise Dressler, Lowell Sherman, Mitchell Lewis, and Hobart Bosworth. It is of course a Warner.

The Tivoli has the newspapers headline angle, "With Byrd at the South Pole," and how Tom Daley does love to get a chance to exploit and publicize; and since Byrd is a "natural" Tom is again grinning. You notice we frequently mention Tam Daley, the answer is, we like "Smiling Exhibitors."

Tiffany Move to Universal

The Tiffany Productions of Canada, Limited, will now do their distributing through the Canadian Universal Film Company of Canada, instead of the Canadian Educational Films as in the past. Mr. H. L. Pfaff is the Canadian Division Manager.

Pete Egan Presented With a Daughter

Pete Egan, manager of the Capitol Theatre, Regina, Sask., was made the proud father of a daughter on Saturday morning. Mr. Egan now has not only three sons but a daughter. Congratulations, Pete!

To Improve Your Booth Equipment

National Anthem Sound Trailers	$15.00
Griswold Film Splicers	30.00
24-Shelf Record Cabinets	55.00
Rewind Tables, 60"	55.00
Welded 15" Reels	4.00
Bull Dog Sound Paint	.50
Bull Dog Cement, 8 oz. bottle	1.50
B and S Changeovers	each 57.50
Ball Bearing Rewinds	pair 15.00
12" Electric Fans	each 24.00

Sold in Canada By

Perkins Electric Company

Limited

TORONTO - MONTREAL - WINNIPEG

All Exhibitors, Big and Small, Want and Need Fox Box Office Pictures

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48 Sure-Fire Feature Attractions

PUBLIX CIRCUIT OF THEATRES HAVE CONTRACTED FOR ENTIRE FOX 1930-31 OUTPUT, AND A HOST OF SMALLER EXHIBITORS HAVE DONE LIKEWISE. HAVE YOU?

FOX DELIVERED THE GOODS IN 1929-30, AND 1930-31 WILL BE BIGGER AND BETTER.

Wait for the Fox Salesman.
He'll be Around Soon.

Fox Film Corporation

Montreal - Toronto - St. John - Winnipeg - Calgary - Vancouver

Columbia Pictures to Present Best Program of Career

Broadway Productions--World's Best Sellers for Reproduction

Columbia Officials, reading from left to right—Joe H. Goldberg, General Sales Manager; Jack Cohn, Treasurer; Joe Brand, President; Harry Cohn, Vice-President in Charge of Production; Samuel J. Briskin, Assistant General Manager at West Coast.

DURING the 1930-1931 season Columbia Pictures will offer one of the most elaborate and spectacular series of twenty productions, ever assembled, supplemented by a group of 104 shorts. The entire group will be brought to the screen at an aggregate cost of over $10,000,000. Outstanding stage productions with long Broadway runs, magazine stories which have been big circulation boosters, and internationally known novels characterize the feature line-up which has been divided into: ten roadshow productions, known as the Extended Run Giants and ten special productions, known as the Proven Specials. The shorts comprise seven diversified series: Disney's "Silly Symphonies" and "Mickey Mouse"; "Krazy Kat Kartoons," "Talking Screen Snapshots," "Curiosities," "Specialties" and Bray's "Rambling Reporter."

DURING the coming year Columbia will make no silent versions of their productions. The work of wiring houses has progressed to the state where Columbia feels that it is impractical to continue the practice of releasing silent versions of all audible features. Another change in policy is the elimination of all program features. The success of such films as "Flight," "Submarine," and "Ladies of Leisure," which broke house records everywhere and succeeded in upsetting house policies of fifteen years standing has convinced Columbia that during the coming year efforts should be concentrated upon turning out a superior quality of production with a view of obtaining longer runs on each picture and extended runs on many. With this in mind the product has been classified as 10 Proven Specials to be sold at the beginning of the season in block on guarantees and percentage, and the extended run giants which are to be offered on percentage independently as released. The policy on the Six Giants will be a straight percentage basis from the first dollar with maximum guarantees. Through this plan the exhibitor will no longer have to gamble on his profits as he will not buy until the picture is made and has actually demonstrated its value at the box-office.

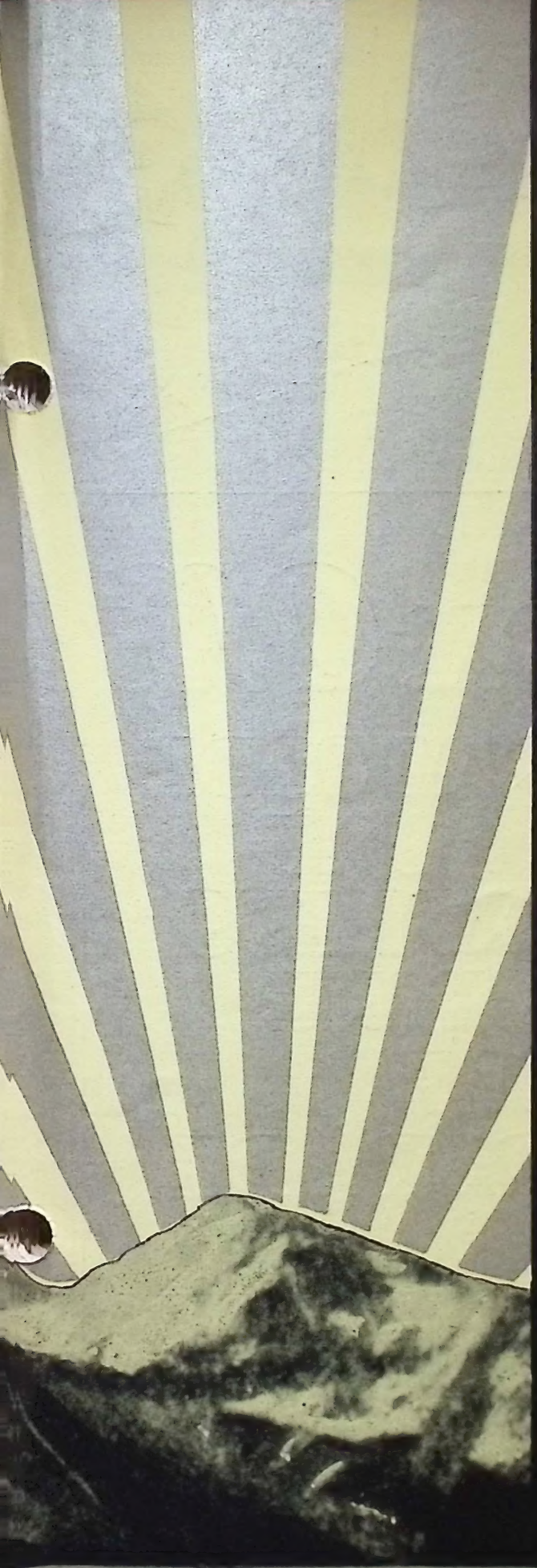
The percentage basis has been devised as part of Columbia's policy to give exhibitors the greatest possible co-operation and service and to give the theatre-owner a selectivity in which he buys entirely on merit.

BACKING "The Superior Twenty" and 104 Short Subjects Columbia plans a more extensive advertising and exploitation campaign than ever before attempted. The outline includes National Advertisers of staple products. A new line of audience-pulling accessories will also be brought out by the company during the year with a view of helping the independent theatre-owner to increase his box-office receipts on each Columbia Production.

FIGURING prominently among the stars of stage and screen who appear under the Columbia Pictures' banner are: Jack Holt, Ralph Graves, Barbara Stanwyck, Evelyn Brent, Dorothy Revier, Joe Cook, Bert Lytell, William Collier, Jr., Margaret Livingston, Aileen Pringle, Joan Peers, Matt Moore, Sally O'Neil, Molly O'Day, Louise Fazenda, Tom Howard and Alan Roscoe.

Other outstanding stars from the screen, stage and musical comedy have signed options and their names will be made public shortly.

AMONG the directors and producers identified with Columbia Productions are: Frank Capra, famous director of "Submarine," "Flight" and "Ladies of Leisure"; Edward Sloman, responsible for "Puttin' on the Ritz," "Soldiers and Women" and "Hell's Island"; Richard Boleslavsky, Karl Brown, James Flood, Matt Moore, whose initial directorial effort will be for Columbia; and Louis King. Negotiations are now pending for the signing of several other noted directors of both stage and screen.



The OUTSTANDING SUCCESSES for 1930 1931

COLUMBIA PICTURES

Each one a Box-Office *Smash*

CANADIAN MOVING PICTURE DIGEST

TORONTO 2, ONTARIO.

The SUPERIOR TWENTY

COLUMBIA PICTURES

Box-Office Strength

THE CRIMINAL CODE
CHARLEY'S AUNT
SUBWAY EXPRESS
RAIN OR SHINE
DIRIGIBLE
THE LAST PARADE
THE FLOOD
MADONNA OF THE STREETS
THE WOMAN WHO CAME BACK
VIRTUE'S BED

TOL'ABLE DAVID
BROTHERS
ARIZONA
THE LION AND THE LAMB
THE MIRACLE WOMAN
AFRICA SPEAKS
A HOLT-GRAVES SPECIAL
FIFTY FATHOMS DEEP
LOVER COME BACK
MEET THE WIFE

GREAT PLAYS .. GREAT STARS .. GREAT DIRECTORS

COLUMBIA PICTURES

Seven Series of Superior Shorts

The Walt Disney Cartoons

Mickey Mouse

Sparkling escapades of the famous Mickey and his girl friend Minnie

Silly Symphonies

Uproariously funny synchronized cartoons that amazed the world

Talking Screen Snapshots

Hollywood's only talking screen magazine, a ten year old success

Krazy Kat Kartoons

Again continuing the success of past years for this great short

Specialties

One reel riots of fun and laughter, written by great humorists

Curiosities

The strangest, weirdest screen history of Nature's mistakes

Bray's Rambling Reporter

Entertaining camera ramblings all over the globe with a real guide

The BEST OF ALL SHORT SUBJECTS

For years Columbia has set the pace for real short subject entertainment. Not one of the series released by Columbia is in the nature of a program filler.

On the contrary, they have always proven to be a real spot on the programs of America's greatest theatres. Every series is a bona-fide patronage builder.

Printed in U. S. A.

Film Quota System Advocated for Canada

"The Alberta Farmer," of Calgary, had the following despatch dated June 12th, 1930:

SAYS CANADA CAN GET BRITISH FILMS ONLY UNDER QUOTA SYSTEM

London, June 12.—American domination of the Canadian film world and British inability to break into the market leads Edgerton Sterling, who is interested in the film business in Canada, to write to the Times to-day explaining that what is needed is for the Dominion Government to pass legislation providing protective quota.

Canadians, he says, have not been given an opportunity for many years past to say whether they liked British pictures or not. Theatres, when not leased to American producers under the block booking or blind booking system, are unable to obtain films other than those of Hollywood. Before the war Canadian programmes were largely British and the pictures were of a fine type.

Now, if British firms built their own theatres and maintained their own film exchanges they might be able to show their pictures, but the population, being so scattered, would not warrant such a move as this, especially as there are leased theatres already in every town and village in Canada.

Quota therefore is the only remedy. Canadians, adds Mr. Sterling, want to end a system which says that they must be content to be entertained by one brand of amusement only.

Famous Yonge St. Theatre

TEPPERMAN AND SONS were awarded the razing contract of twenty-two houses and four stores, which are to be demolished at once to make way for the new theatre which Famous Players Canadian Corporation plan to build in Toronto.

The site of the new theatre is at Gerrard, Hayter and Yonge Streets. Mr. Brown, architect, said that he believed the new theatre would be the largest in the Dominion.

Busy Two Weeks for Perkins

The Perkins Electric Company finished a very busy two weeks, the Royal Alexandra Theatre, Toronto, O'Brien Theatres in Renfrew, Almonte, Pembroke, and Arnprior, all newly equipped by the Perkins Company, opened for business in this period, and in addition to these five installations large screens, generators and accessories were installed in the Main Theatre and Lyric Theatre, Hamilton, Ont. All seven jobs were finished on time, which fact illustrates that here in Canada we have one of the best equipped supply houses in the motion picture industry.

Talkies Boost Attendance

That talkies have boosted theatre profits has been shown in recent statistics. In the past eighteen months between $5,000,000 and $6,000,000 has been invested by Canadian theatres in sound and talking equipment. But on the other hand it is shown that there is an increase of approximately 1,000,000 in the weekly attendance of theatres boasting of talkies.

FOR SALE

at surprisingly low prices.

SIX PROJECTORS (5 Powers, 1 Simplex complete with lenses)
Screens—Scenery—Reels—Rewinds
TWO HERTNER 7½ h.p. TRANSVERTERS
2500 Veneer THEATRE CHAIRS
One Style K WURLITZER and 4 PIANOS
Everything in good condition.

M. J. O'BRIEN Ltd.
Renfrew - Ont.

Quality Equipment

Walker Sound Screens - Only screen used in Publix, Fox and RKO Theatres.
Morelite Reflector Lamps Recommended and used by all Warner Bros. Theatres.
Hertner Transverters -The motion picture industries leading generator for the past twenty years.
Simplex Machines—More sold than all other makes combined.
Ilex Lens—Finest motion picture lens on the market to-day.

Distributed in Canada by

Perkins Electric Company Limited

TORONTO MONTREAL WINNIPEG

Have Women a Political Conscience?

The following political address was delivered by Mrs. Joshua Smith (Ray Lewis) at the Convention for the West Centre Riding, Toronto, where Mrs. Smith was nominated as Standard Bearer for that Constituency, for the Liberal-Conservative Party, but retired in favor of "Tommy" Church, M.P., who later received the Convention's official nomination. This does not terminate the political career of Mrs. Smith, who has gone into the "retiring room" for this election only, being inspired to give her political party the fullest co-operation, but who will again, in a future election, offer herself as a candidate.—(EDITOR).

"THE QUESTION of women's place in politics recently occurred to the writer, in observing just how little interest women in general take in what is termed the machinery of politics.

"It is true that many women under forceful political leadership, the greatest of such being the inspiring, and unfaltering devotion of Mrs. Emmeline Pankhurst, sensed the righteousness of an equal franchise for men and women; and made sacrifices for that purpose, but only a few of this great number, developed a political consciousness, with its subsequent result, a political conscience, which sensed that it was their duty to their country, to civilization, to win the franchise for women. We, women have the vote; and the power to use it, but what are we doing with this power? How many of us understand that the vote represents the government of the country; and that we, as voters, can have that Government represent "the greatest good for the greatest number," or simply function for an inglorious minority?

"THE government of a country is responsible for its mistakes and omissions, but the voters, who give that government the power to make laws or neglect to make them, are equally responsible, for if the government adopts policies in contradiction to that platform which the people have supported for their election, we, in turn should take care that in a new election, that government does not receive our vote, which is our support.

"If we women would only become more conscious of what our vote means, if we would study the bills of the government in power, in relationship to the condition of the nation, if we would but realize that the interest which we give to our home should be extended to the government of our country, through the proper representation, because the foundation of that home rests upon the foundation of our nation, what the government has done, and is doing to make it economically sound and progressive, then the government which we elect to represent us, would attend to the business of minding the country's business, instead of "going to sleep on the benches," letting things slide, or playing politics.

"It has been said that "The hand that rocks the cradle rules the world," then may we as women have some hand in the government of a country which is made up of men, women and children?

"WE, as women contend that some women are now equipped to help in the government of our country. That a political education is not as necessary as a political consciousness and a political conscience. That the Mackenzie King Government has been apparently well-trained in politics, but in what manner has this training been of service to Canada, and the Empire?

"Let us look at the unemployment problem, because Employment is the very pulse of the economic heart of our nation. It is unemployment and not money which is the root of all evil, for unemployment undermines the moral stamina of a nation, it makes beggars of self-respecting citizens, dwarfs their potentialities to help themselves and others, kills their creative ability, makes them disloyal to their country and to their family; and breeds an inferior race of humans.

"These are some of its direct evils upon human beings, and in relationship to a nation, it repeats these evils a million-fold, for a nation is only the sum total of its citizenship; and what affects the citizens of a country, affects the country, which has no national life outside of its human values.

"Now to return to the present government in relationship to unemployment. The Right Hon. Mackenzie King states that never in the history of Canada has this country been so prosperous. This statement makes us wonder whether the Honorable gentleman is deluding himself, or endeavoring to delude us, for the Honorable gentleman cannot overlook the facts relative to unemployment in Canada.

"THE head of a government should be consistent. The people expect at least that much from him, and when the Right Hon. Mackenzie King states that Canada has never been so prosperous; and then contradicts his own statement by promising to call into a conference the industrial and business heads of our country to solve the unemployment problem, we wonder if his promises will prove as consistent as his statements?

"The Hon. R. B. Bennett states frankly and honestly, "Yes, there is unemployment, but I will call a special emergency session of Parliament, if I am privileged to represent the people of Canada as a governing power, to consider the situation of unemployment. We, the Liberal-Conservative power, will find work for the people. We, the Liberal-Conservative Party, believe in the economic independence of our citizens. We know that Canadians do not desire doles, nor charity. What they desire is a chance to work and we will find that work for them. How? By deepening the St. Lawrence waterways," states Mr. Bennett, "we will arrange ports and storage facilities along the harbours of the Atlantic and Pacific. We will carry on with a trans-Canada highway. We will carry on with the Hudson Bay project, we will have an outlet from the Peace River to the Pacific Coast.

"WE will provide tariff protection for manufacturers and producers, providing they protect their workers, and we will protect all enterprise, not overlooking the protection of the consumer.

"The Mackenzie King Government decries the expense of this special session of Parliament, but what of the expense of taking care of thousands of unemployed? What of the expense in losing one million and a quarter of our population to the United States? What of the expense of unemployment which cheapens the self-respect of Canadians, and turns able-bodied men into beggars, starving their little helpless dependents, children to whom this country does owe a living, an education and protection?

"What is the most precious thing in life? Human life, and no expense which is designed to serve the people, to help them help themselves is too expensive for any government to promise and to give. But mark you, we want no more promises from the Mackenzie King Government. That Government did its promising eight years ago. That Government had its chance during the

The Budget Which Took Eight Years To Budge

past eight years to fulfill its promises and its duty to the people of Canada. Now the people of Canada are no longer interested in listening to what the Mackenzie King Government promises it will do if it is returned to power. It had its opportunity to do. What has it done? Given the people of Canada a promissory note which is long past due and still unpaid. The promise to solve the unemployment problem cannot be solved if consideration of the question is to be restricted to that percentage of the people who happen to vote in accordance with the present Government!

"THERE happens to be many millions of Liberal-Conservatives throughout the Dominion of Canada, and among these there is probably a great number of unemployed. If we are to take the Right Hon. Mackenzie King's word, as representative of his intentions, then there will not be "a five cent piece for Tory unemployed," so even this eleventh-hour promise is at once disqualified of any possible merit which it may possess, and in placing a further valuation on "unemployment promises" from the late government, it is interesting to note that unemployed relief in the Province of Ontario, has been entirely dropped under the Mackenzie King Government, and that the grant for employment service has been cut by many thousands.

"This is said to be a free country, in which we, as Canadians, have the right to think as we please, and in which we enjoy the rights of free speech. We have the right to vote as our vision directs us; and to adhere to the policies of such political leadership with which we are in sympathetic accord, and yet because the Province of Ontario is Liberal-Conservative in its administration, many grants for this Province have been eliminated. Our Highway Grant of over $2,000,000 dropped, our Grant for Technical and Agricultural education dropped, employment grant cut, unemployment grant entirely dropped, an appropriation for the elimination of venereal diseases cut about twenty-five thousand dollars.

"IN other words, the very Liberal Government which has been in power, is going to teach the people of Canada that unless we vote as it wishes us to vote, it will not legislate to represent those citizens of Canada, who are Liberal-Conservative in their political views! Will Canadians subject themselves to such medieval tyranny? Shall a government of a country decide on national issues for the good of all the people, or will it divide Canada up into, "My people," and "Your people," endeavoring only to take care of the "political yessirs"; and forgetting in such short-sighted administration, that Canada is like a body, you cannot cut off an arm, or a leg, destroy any part of that which makes it a complete nation, without damaging the entire life of that nation.

"Sir John A. MacDonald, that prophetic and pioneering soul, saw Canada as one body, and that is why he purchased the west from the Hudson's Bay Company, built the Canadian Pacific Railway, opening up the prairie provinces for settlement, and brought British Columbia into the union. He saw that Canada could only be a nation through the confederation of the provinces, which meant the confederation of her people, and that is why he was instrumental in forming a coalition of parties which formed the nucleus of the Liberal-Conservative Party.

"Sir John A. MacDonald did not say, "Not a five cent piece for Quebec," or any other province of Canada, but he took a leading part in the Quebec Conference of 1864, and the London Conference of 1866, at which conference the details of the British North America Act were worked out.

"SIR John A. MacDonald spoke for all the people of Canada, and he bequeathed this vision to his party, from generation unto generation. Sir John A. MacDonald adopted a tariff policy which all succeeding governments have continued, with certain modifications to this day. He was the first Prime Minister of Canada, and he stood for law and order, and maintained it in one of the most crucial times in the history of Canada, when lawlessness might have become rampant, just as the Liberal-Conservative Party maintained law and order during Canada's greatest period of travail, the World War, making Canada a nation among nations, and one of the sustaining pillars which upheld the British Empire, and contributed substantially to the peace won by the victorious Allies.

"And now let us take a look at the budget, a short look is sufficient, because, as Mack said to Moran, "Even if it was good, I wouldn't like it." Tariff protection is a Conservative heritage and legacy, a Conservative tradition. For the Liberal Government, which has always preached and practiced free trade, to adopt a Tariff Protection Policy, is in the nature of a paradox, for how can it practice what it has never preached or practiced?

"THE government informs us that the Dunning Budget was not an "eleventh hour" "alibi," but was the result of two years' deliberation by a Tariff Board. If this is a fact, we, as housewives venture to state, that we could have devised a budget governing fruits and vegetables, at least, in a week's time, which would have been of much more benefit to Canada, and much more operative.

"Charity," like Trade, begins at home, so does economic independence, for of what service can Canada be to the Empire if she is insolvent, her people unemployed because she is importing what she should produce?

"British preference is now the Battle Cry of the Mackenzie King Government for re-election, and being as consistently inconsistent in this platform as is the Mackenzie King Government in all its other platforms, this gesture for British preference runs parallel with a demand that Canada shall make her own treaties, that she shall not be in the very slightest degree under the Government of the Mother Country.

"CAN YOU SEE the Mackenzie King Government with hat in hand, saying to Uncle Sam, "After you, my dear Alphonse." That is what the Dunning Budget represents, with its sixteen items in which Washington will set a tariff, "Not protection for Canada, not British preference in Trade," but an "After you my dear Alphonse" policy.

"YOU have heard the story of "The pardon came too late," well, that is what is the matter with the late government! It had the power to achieve, to accomplish, during the past eight years, too long a time for so little done. Let us then restore to power a Government which understands the needs of this country, our people, which understands the needs of our Empire, and which will serve this Empire, but by first learning the business of "Self-Serve."

M. H. Hoffman Establishes Chain of Liberty Exchanges

M. H. Hoffman, President and General Manager of Liberty Productions Company, Ltd.

BEFORE leaving for Chicago, M. H. Hoffman, president and general manager of Liberty Productions Co., Ltd., announced the completion of arrangements by which Adolph Pollak will head the Liberty Exchange located on the seventh floor of the Film Center Building, 630 Ninth Avenue, New York City.

Liberty Exchanges in Boston, New Haven, Buffalo, Albany, Philadelphia and Washington, will be under the guidance of the energetic and enterprising Adolph Pollak, who, it will be remembered, was a big factor in successfully establishing Columbia Pictures in the New York territory.

Besides heading Liberty Exchanges, and Hollywood Pictures Corporation, Adolph Pollak is a director of the Midtown Bank of New York.

Hoffman is rapidly establishing Liberty Exchanges throughout the country, and before many days have elapsed Liberty Exchanges, from coast to coast, will distribute the Liberty Giant Twenty, consisting of Twelve "Broadway Playhouse" Picturizations and Eight "Victory" Specials for 1930-31 season.

Canadian and Michigan Theatres To Play Fox

TWO important circuits, operating 249 theatres, have contracted to play the entire 48 Fox pictures during the season beginning August 15.

Arrangements with Famous Players-Canadian Corporation, operating 170 theatres in Canada, and the Butterfield circuit, operating 79 theatres in Michigan, were completed by J. R. Grainger, vice-president in charge of distribution of Fox Film Corporation, who is back in his office after flying trips to Toronto and Detroit.

Mr. Grainger reports that business conditions indicated that last year's abnormal business will probably be duplicated this year.

Only a few months after substantial alterations had been made to the RKO Capitol Theatre, Winnipeg, Manitoba, arrangements have been made for immediate reconstruction of the building, the work costing $200,000.

Royal Has Fine Equipment

The Royal Alexandra Theatre, Toronto, which is offering as its first talkie, one of the most talked of films, "All Quiet on the Western Front," has been equipped with a sound system having all improvements. This includes all latest devices for better projection and clearer sound.

Mr. Solman, owner of the Royal Alexandra, has installed an expensive air-cooling system for the benefit of patrons. It is called the Baldwin system and assures the audience of a continual inflow of cool air.

Europe Adopting Sound

The sound films have made an extensive progress in Europe. A leading French paper states that there have been 21 theatres wired for sound in Belgium, and 191 in France. Other reports show that Portugal has 4 theatres equipped with sound film reproduction system. Spain 38, and Italy 71.

Theatre Owner Sues

Mr. R. T. Stewart, Hamilton theatre owner, has asked for $5,000 damages, alleging that picketers have caused his motion picture operator to break his contract, they have worn raincoats on which were painted signs telling the public not to attend the theatre as it was non-union. Mr. Stewart applied for a continuance of an injunction to restrain these picketers.

J. J. Fitzgibbons Assumes Duties

J. J. Fitzgibbons, new director of theatre operations for Famous Players Canadian Corporation, has arrived in Toronto again, he is here to stay this time after many flying visits. His office is in the Royal Bank Building, Toronto ,where he is already thoroughly installed.

Mr. Fitzgibbons is a man of experience, having done a great deal of work promoting theatres in the States. The new director is responsible for the management of theatres from the Maritimes to the Pacific Coast.

New Theatre Cardinal

The plans for the erection of a new talking-moving picture theatre at Cardinal, Ont., have been completed and approved.

Mr. B. Dillon was the architect of this new theatre, and Mr. T. M. Savor the promoter. Tenders for the erection of the building will soon be called.

New Theatre for Rossland

Rossland, B.C., is to have a new theatre which is to be called the Rossland. The building is now under construction for the Famous Players Canadian Corporation, Ltd. A. H. Green Company of Nelson are the builders, and Townley & Matheson, Vancouver, the architects. The theatre is located on Washington Street, and will seat approximately 700 people.

The Rossland is to be thoroughly modern inside and out, including equipment with every modern convenience.

Timmins Empire Theatre

Work will soon be in progress for the New Empire Theatre, Timmins, Ont., as the wrecking of the old theatre is nearly complete. The new building will be built for "Talkies," it is to be a fine modern fire-proof structure with all modern equipment.

Show Business

(*Special to the Digest from Ottawa*)

Canadians are in for a wave of topical sound pictures thanks to the removal by the Federal Department of Customs of the regulation prohibiting the free admission of commercial motor vehicles into the Dominion insofar as sound trucks are concerned. Formerly there was so much red tape and expensive bonding that the news weekly crews stayed out of Canada.

The ruling by the Federal Department at Ottawa was largely due to the desire of various Provincial censors for more Canadian or British views in the talking topicals. This could hardly be effected with sound trucks practically ruled out of the country.

The exhibitors of Ottawa, Ontario, won a signal victory in the decision by the civic officials that local Tom Thumb golf courses could not operate on Sundays, despite the general use of real golf links on that day. The ruling is that trick courses can not be operated on Sundays any more than the theatres can — and the latter do not.

The same company that is installing illumination systems for midnight harness racing and other after-dark sport features in the Dominion has equipped upwards of 300 Canadian theatres with talking picture sets, namely the Northern Electric Company.

Exhibitors in Canada enjoyed the fruits of two holidays during the week of June 30 and there was no kick about business. First there was Dominion Day, Canada's natal day, July 1. Then came the American Independence Day when many thousands of U. S. tourists flocked to Canadian cities. With July 4 falling on a Friday, the visitors stayed over until Monday.

After establishing world's records in model aircraft flying, the youthful competitors from every city in Canada for the National model aeroplane championships at Ottawa on July 4 attended B. F. Keith's Theatre as guests of Manager Joe Franklin when they were given a big reception.

There is yet no sign of a decision by the Exchequer Court of Canada in the application by DeForest Phonofilms of Canada, Ltd., for an injunction against Famous Players Canadian Corporation and Northern Electric Company with respect to the alleged infringement of talking picture equipment. In the United States case at Wilmington, Del., judgment was handed down by Judge Hugh M. Morris on July 1, but the Canadian decision will not be issued until the autumn. The judgment in the American case will not likely be accepted as a precedent in Canada, where judgments are based according to Canadian laws governing such matters.

Following the re-opening of His Majesty's Theatre, Montreal, long associated with the talking stage, as a wired house, J. H. Dutrisac has been appointed manager in succession to Tom Kelly.

The Motion Picture Distributors and Exhibitors of Canada, of which Col. John A. Cooper is president, has authorized the publication of a book dealing with the history of the moving picture business in the Dominion. Incidentally, Col. Cooper is still in the British Isles on business for the association.

A French-made silent production, "Joan of Arc," had a highly successful two weeks' engagement at the Roxy Theatre, Montreal, with a 50 cent admission price. "All Quiet on the Western Front" has been held over for a third week at His Majesty's, Montreal.

Dependable Equipment for Your Sound Installation!

Motiograph Model H Mechanisms—Massive, Sturdy Construction, Smooth and Silent in Operation, Rock Steady Projection, with the Patented Cylindrical Shutter that gives 15% more light and eliminates 62% of the heat from the film, mechanism parts and lenses.

Motiograph Low Intensity Reflector Arcs—Built like a lathe, with a machined bed that covers the feed screw. Arc motor feed outside the lamp housing. Full adjustments throughout. Arc Striker and Pilot Lamp. Fits Simplex, Powers or Western Sound Base as well. The Finest Lamp that money can buy, double the value of most lamps on the market.

Vocalite Glass Bead Sound Screens—In any size up to 20′ x 40′. Approved for use with Western Sound Systems. Perfect projection surface, yet allowing sound from Speakers to pass through it without muffling. The only screen surface giving true rendition of colored scenes.

Superlite Bi-Focal Lenses—The lens that automatically gives you the same size picture on track or disc using a proportionate aperture. A slight turn of the outer sleeve changes the lens from one focus to the other, at the same time shifting the lens centre according to the aperture in use.

Adjustable Lens Mounts with Proportionate Apertures for either Motiograph or Simplex Projectors. Permits using former lenses for disc or silent, quick change to another pair of lenses and track apertures to give same size pictures as on disc.

Ross, Superlite and Projex Lenses to fit any possible requirement.

Our 1930 Catalog gives you information and prices on the above.
Did you get your copy? A postal card brings it to you.

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Round About the Studios

Canadian representatives of Tiffany who attended the Tiffany Convention held at the Congress Hotel, June 23 to 25, in Chicago. Reading from left to right — Maurice Davis, Montreal; James Foy, Toronto; Oscar Hanson, General Sales Manager; Harold Pfaff, Canadian Division Manager; Arthur Lee, Manager Foreign Department; H. D. Buckley, Calgary; H. T. Long, St. John.

"Coming back" in these new talking pictures after four years absence from the screen isn't as easy as it sounds, according to Frank Mayo, one time famous star of the screen. Mayo is playing in his first talking picture role, with Buster Keaton. In the new Metro-Goldwyn-Mayer war comedy, "Forward March," he appears as Keaton's captain.

The first assignment given to Jack Holt and Dorothy Revier under their new term contracts with Columbia Pictures are the leading roles in "The Squealer," one of the few remaining productions in the current season program. The fea ture is an adaptation of the famous stage play of the same name and delineates life on the old Barbary Coast in the days when the locale was one of the most thrilling and colorful backgrounds in the world. It is full of romance, adventure and big spectacular sequences.

Richard Thorpe, who directed "Border Romance," "Wings of Adventure" and "Under Montana Skies" for Tiffany Productions, has been assigned to guide the filming of "The Great White Trail." This is a story of Alaskan gold rush days, for which some of the atmospheric film has been made by a camera crew sent to Alaska.

Pathe News is currently showing for the first time in screen journalism, a pictorialized editorial titled "An Epic of the Air," visualizing the history making advance in aviation in conjunction with an epochal flight — the 3,290 mile flight of the Southern Cross from Port Marnock, Ireland, to America.

This action editorial presents flashes of the original Wright Brothers plane, mighty aerial armadas, daring parachute leaps, Lindbergh, Nungesser and Coli — the Pathe News search for this daring duo in the wilds of Canada, the finding of the Bremen fliers and the triumphal air achievement of Major Charles Kingsford-Smith, all combining to form a saga of the sky.

Pathe News No. 55 issued Saturday, June 28th, offers this stirring chapter of screen journalism.

"Men who go down to the sea in ships" are glorified in John Gilbert's new Metro-Goldwyn-Mayer talking film, "Way For A Sailor." The tragic heroism of the unwritten laws of the sea furnish a thrilling background for the virile story which is climaxed by the sinking of a ship in a storm with its commander stoically going down with his vessel, spurning rescue. Sam Wood is directing.

There's plenty of excitement at the RKO Studios these days

For Wesley Ruggles, director, and his staff, assisted by the camera, sound and make-up departments, are making extensive tests for featured roles in Edna Ferber's "Cimarron."

To-day's aspirants were tested for the parts of young "Cim," at the age of 20; Hefner, the furniture man; Dixie Lee; and Sol Levy.

Many of filmland's biggest names were among the candidates for these parts.

Filming will start soon with Richard Dix in the starring role.

Betty Compton, recently of "Fifty Million Frenchmen," makes her talking and singing picture debut in a Vitaphone Varieties two-reel musical comedy titled "The Legacy," directed by Carl McBride from a story by Herman Ruby. M. K. Jerome and Harold Berg wrote the music and lyrics. In the support are John Hundley, Jack White, the Trado Twins, Charles Seiter, Eddie Davis and twelve dancing girls. Miss Compton has been signed by Warner Bros. for feature pictures.

The great success of his first Spanish dialogue comedy, an adaptation of "Free and Easy," has encouraged Buster Keaton, M-G-M's frozen-faced comedian, to make another all-dialogue Spanish version of one of his vehicles. This time it is "Forward March," the story of army life which has just been completed by Edward Sedgwick. In addition to speaking all his lines in Spanish, Keaton will undertake to sing two songs in Spanish.

Work has been started on "Dangerous Nan McGrew," which will follow "Young Man Manhattan" before the cameras. Helen Kane heads the cast which also includes Victor Moore, Roberta Robinson, Stuart Erwin, James Hall and Frank Morgan.

Heinie Conklin, veteran screen comedian, will play the part of Gas House Mulligan with William Haines in "Remote Control," which Hal St. Clair is directing for Metro-Goldwyn-Mayer from the famous stage play.

The successful combination of Lois Moran, actress, and Chandler Sprague, director, which was responsible for the neat work in "Not Damaged," has been assigned to another Fox picture. Miss Moran will play the lead in "Play Called Life" under Mr. Sprague's direction. This story is adapted from the play, "The Dancers," by Gerald du Maurier and Viola Tree. Edwin Burke will write the dialogue.

Adolphe Menjou, who recently returned from abroad, has been signed by Metro-Goldwyn-Mayer to appear not only in English but also French and Spanish dialogue pictures. Menjou made a French talking film, said to have been one of his most successful efforts, during his stay abroad, and is prepared to appear in foreign adaptations of new dialogue vehicles, or original stories for foreign release.

Proof of the intense production activity at the Pathe West Coast comedy department is the report from President E. B. Derr, that six comedy-shorts have been filmed at the Culver City plant within the past thirty days. These pictures have been directed by six veteran creators of laugh films.

Joseph Urban, foremost scenic designer and architect, is on his way to Movietone City where he will take up his new duties of designing sets for four Fox Films feature productions. Among them are "Luxury," "A Connecticut Yankee," and "The Man Who Came Back."

A new and unusual camera study of the beautiful Norma Shearer, whose next picture for Metro-Goldwyn-Mayer will be "Let Us Be Gay."

Pathe's First Two Set the Pace on Broadway

GREATER PATHE fulfills its promise of Specials Only in its production policy. With the first two of the 1930-31 program--SWING HIGH and HOLIDAY--showing simultaneously on Broadway, PATHE is setting the pace for super-showmanship product.

Pathe Promised Super-Pictures— And Here's Delivery!

Geo. M. Cohan Theatre

Opened June 26 for an Indefinite Run—

Swing High

The Musical Thriller of the Big Top, with 16 Famous Stars, each of whom is a Box Office Attraction.

Directed by Jos. Santley.

Rivoli Theatre

Opened July 3 for an Indefinite Run—

Holiday

Philip Barry's Sensational Stage Hit, with Ann Harding, Mary Astor, Edward Everett Horton, Robt. Ames and Hedda Hopper.

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